Estimate Number

Advertiser



**WPBF** 3970 RCA Boulevard **Suite 7007** Palm Beach Gardens, FL 33410 Main: (561)694-2525

Billing: (407)389-7661

Invoice #	Invoice Date	Invoice Month	Invoice Period
936237-1	10/14/12	October 2012	10/01/12 - 10/08/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washingto	National

Product

www.thewpbfchannel.com

Billing Address:

Crossroads Media **Attention: Accounts Payable** 66 Canal Center Plaza Suite 555

Alexandria, VA 22314

American Crossroads	AMERICAN CROSSROAD 692						
	Flight Dates 10/02/12 - 10/08/12	Order # 936237	Alt Order # 06251707				
	Billing Calendar Broadcast	Billing Type Cash	Deal#				
	Special Handling						
	IDB#	Advertiser Code Product Code 11 27					
	Agency Ref	Advertiser Ref	v _ = 1				

							Spots/			
ne	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
	10/05/12 Class of Tir	10/05/12 ne - Pre-emp	WPBF News 25 @ 5 otible with notice	am 5-530am	1	:30	1	\$125.00	NM	
1	Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/121	Spots/Week 1	<u>Rate</u> \$125.00					
٠,	Spots: # Ch	Day Air	Date Air Time Desc	cription	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	PBF F 10	/05/12 4:59 AM WPE	BF News 25 @ 5am	5-530am	:3	0 USPRTV19	)ACH		\$125.00 NM
	10/05/12 Class of Tir	10/05/12 ne - Immedia	M-F 5pm News ately Pre-emptible withou	5-6pm ut notice	1	:30	1	\$375.00	NM	
'	Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/121	Spots/Week 1	<u>Rate</u> \$375.00					
5	Spots: # Ch	Day Air	Date Air Time Desc	<u>cription</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	PBFF 10	/05/12 5:10 PM M-F	5pm News	5-6pm	:3	0 USPRTV19	ACH .		\$375.00 NM
	10/08/12 Class of Tir	10/08/12 ne - Pre-emp	Nightline otible with notice	11:35-12:05AM	1	:30	1	\$350.00	NM	
1	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 1	Spots/Week 1	<u>Rate</u> \$350.00					, 1 ×
	Spots: # Ch	Day Air	Date Air Time Desc	cription	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	PBFM 10	/08/12 12:01 AM Nigh	tline	11:35-12:05AM	:3	0 USPRTV19	)ACH		\$350.00 NM
	10/08/12 Class of Tir	10/08/12 ne - Pre-emp	GENERAL HOSPITA	L GENERAL HOSPI	T 1	:30	1	\$350.00	NM	
1	Weeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 1	Spots/Week 1	<u>Rate</u> \$350.00					V
	Spots: # Ch	Day Air	Date Air Time Desc	ription	Start/End Time	Lengt	h Ad-ID			Rate Type
- 12	1 WF	PBF M 10/	/08/12 2:59 PM GEN	ERAL HOSPITAL	GENERAL HOS	SPIT :3	0 USPRTV19	ACH		\$350.00 NM
	10/08/12 Class of Tin	10/08/12 ne - Immedia	Dr. Oz ately Pre-emptible withou	4-5p ut notice	1	:30	1	\$450.00	NM	
١	Neeks:	Start Date 10/08/12	End Date MTWTFSS 10/14/12 1	Spots/Week 1	<u>Rate</u> \$450.00					
5	Spots: # Ch		Date Air Time Desc	ription	Start/End Time	Lengt	h <u>Ad-ID</u>			Rate Type
_	1 WF	PBFM 10/	/08/12 4:39 PM Dr. C	)z	4-5p	:3	0 USPRTV19	ACH		\$450.00 NM
	10/08/12 Class of Tin	10/08/12 ne - Pre-emp	WPBF News 25 @ 5 otible with notice	am 5-530am	1	:30	1	\$125.00	· NM	
V	Neeks:	Start Date 10/08/12	End Date MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$125.00					
5	Spots: # Ch	Day Air	Date Air Time Desc	ription	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WF	PBF M 10/	08/12 4:59 AM WPB	F News 25 @ 5am	5-530am	:3	0 USPRTV19	ACH		\$125.00 NM



AND WORLD THE THE	DREIDGE.		
Invoice #	Invoice Date	Invoice Month	Invoice Period
936237-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	692

ine Start I	Date End Da	e Description	on	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
8 10/08/ Class		WPBF Nomptible with no	ews 25 @ 5am otice	5-530am	1	:30	1	\$125.00	NM	
10 10/08/ Class		2 WPBF No	ews 25 Morning otice	gs5:30-5:57am	1	:30	1	\$200.00	NM	
Weeks	10/08/12		MTWTFSS 1	Spots/Week 1	Rate \$200.00					
	_		Time Descrip 38 AM WPBF I	tion News 25 Mornings @	Start/End Time 5:3(5:30-5:57am		th <u>Ad-ID</u> 30 USPRTV1	9асн		Rate Type \$200.00 NM
12 10/08/ Class		2 WPBF No	ews 25 Morning otice	gs6-7AM	1	:30	1	\$375.00	NM	
Weeks	10/08/12		<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$375.00		and the second s			
Spots:			Time Descrip 09 AM WPBF I	tion News 25 Mornings	Start/End Time 6-7AM		th <u>Ad-ID</u> 30 USPRTV1	9асн		Rate Type \$375.00 NM
13 10/08/ Class		Wheel Of Non Pre-empt		7-7:30PM	1	:30	1_	\$2,000.00	NM	.*
Weeks	10/08/12		MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$2,000.00	= .				
Spots:			Time Descrip 07 PM Wheel 0		Start/End Time 7-7:30PM		th <u>Ad-ID</u> 30 USPRTV1	9ach		Rate Type \$2,000.00 NM
14 10/08/ Class		2 Good Mo	orning America	7-9AM	1	:30	1	\$475.00	NM	
Weeks	s: <u>Start Dat</u> 10/08/12		MTWTFSS 1	Spots/Week 1	Rate \$475.00					
Spots:			r Time Descrip 55 AM Good M	tion lorning America	Start/End Time 7-9AM		th <u>Ad-ID</u> 30 USPRTV1	9асн		<u>Rate Type</u> \$475.00 NM
15 10/08/ Class		2 Jeopardy Non Pre-empt		7:30-8PM	1	:30	. 1	\$2,000.00	NM	
Weeks	s: <u>Start Dat</u> 10/08/12		MTWTFSS 1	Spots/Week 1	Rate \$2,000.00					
Spots:			Time Descrip 28 PM Jeopard		Start/End Time 7:30-8PM		th <u>Ad-ID</u> 30 USPRTV1	9асн		<u>Rate Type</u> \$2,000.00 NM
16 10/06/ Class		2 Sat 330-7	7pm ABC Colle	g:330-7pm	1-	:30	1	\$2,000.00	NM	
Weeks	10/01/12	e End Date 10/07/12	MTWTFSS 1-	Spots/Week 1	<u>Rate</u> \$2,000.00					
Spots:	# Ch Day 1 WPBF Sa		Time Descrip 59 PM Sat 330	<u>tion</u> -7pm ABC College I	Start/End Time Footb: 330-7pm		th <u>Ad-ID</u> 30 USPRTV1	9асн		<u>Rate Type</u> \$2,000.00 NM
17 10/06/ Class		2 GMA Sat	urday 7-8am ptible without n	Sat 7am-8am otice	1-	:30	1	\$300.00	NM	-
Weeks	10/01/12		<u>MTWTFSS</u> 1-	Spots/Week 1	<u>Rate</u> \$300.00				*//	
Spots:			Time Descript 40 AM GMA Sa		Start/End Time Sat 7am-8am		th <u>Ad-ID</u> 30 USPRTV1	9ACH		Rate Type \$300.00 NM
18 10/07/ Class		Sun 11:39 diately Pre-em	5pm Late News	s 1135p-12am otice	1	:30	1	\$250.00	NM	
Weeks	10/01/12		MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$250.00		ш	21	"	
Spots:	# Ch <u>Day</u> 1 WPBF Su Credit	10/07/12	Time Descript Sun 11:	tion 35pm Late News	Start/End Time 1135p-12am		th <u>Ad-ID</u> 00			<u>Rate</u> <u>Type</u> \$250.00 NM
19 10/07/ Class			nday 7-8am ptible without n	Sun 7-8am otice	1	:30	1	\$300.00	NM	



Send Payment To:
WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

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Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	692

		•						Spots/	_	_	
ne	Start Date	End Date	Description	on	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
	Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS 1	Spots/Week	<u>Rate</u> \$300.00					
	Spots: # Ch			Time Descrip	tion .	Start/End Time	l engt	h Ad-ID			Rate Typ
		PBF Su 10		58 AM GMA S		Sun 7-8am		0 USPRTV	19асн		\$300.00 N
_									4050.00	A 19.4	
20	10/07/12 Class of Tir	10/07/12 ne - Pre-em	AFV ptible with not	tice	7-8PM	1	:30	1	\$850.00	NM	
	Weeks:		End Date	MTWTFSS	Spots/Week	Rate					
		10/01/12	10/07/12	1	1	\$850.00					
	Spots: # Ch			Time Descrip	tion	Start/End Time		h Ad-ID			Rate Tyr
	1 WI	PBF Su 10 See MG		AFV		7-8PM	:0	00			\$850.00 N
	2 WI	PBF Su 10		42 PM AFHV F	PREMIERE	7-8p 10/7	:3	0 USPRTV	19ACH		\$850.00 N
			20.1 10/07				222				
21	10/04/12	10/04/12	M-SUN W	/PBF News 25	6 (11-11:35PM	1	:30	1	\$500.00	NM	-
	•		ptible with no	tice							<u> </u>
	Weeks:	Start Date 10/01/12	End Date 10/07/12	<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$500.00					19
	Spots: # Ch			Time Descrip		Start/End Time	Lenat	h Ad-ID			Rate Typ
	. –	PBF <i>Th</i> 10			WPBF News 25 @ 11		:0				\$500.00 N
		Credited	1								
22	10/04/12	10/04/12	Nightline		11:35-12:05AM	1	:30	1	\$350.00	NM	
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	Weeks:	10/01/12	End Date 10/07/12	<u>MTWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$350.00					
	Spots: # Ch			Time Descrip	tion	Start/End Time	Lengt	h Ad-ID			Rate Tyr
	1 W	PBF Th 10		Nightlin	е	11:35-12:05AM		0			\$350.00 N
											**********
		Credited									
23	10/04/12	10/04/12	The View		11A-12PM	1	:30	1	\$475.00	NM	
23	10/04/12 Class of Tir	Credited 10/04/12 me - Pre-em	The View ptible with no	tice		\	:30	1	\$475.00	NM	
23	10/04/12	10/04/12	The View ptible with not End Date		11A-12PM  Spots/Week 1	Rate	:30	1	\$475.00	NM	
23	10/04/12 Class of Tir	10/04/12 me - Pre-em Start Date 10/01/12	The View ptible with no End Date 10/07/12	tice MTWTFSS	Spots/Week	\		1	\$475.00	NM	
23	10/04/12 Class of Tir Weeks: Spots: # Ch	10/04/12 me - Pre-em Start Date 10/01/12	The View ptible with no End Date 10/07/12 Date Air	MTWTFSS	Spots/Week 1	Rate \$475.00	Lengt			NM	Rate Typ
	10/04/12 Class of Tir Weeks: Spots: # Ch	10/04/12 me - Pre-em Start Date 10/01/12 Day Air PBF Th 10	The View ptible with no End Date 10/07/12 Date Air /04/12 10:5	tice  MTWTFSS 1 Time Descrip 59 AM The Vie	Spots/Week 1 tion	Rate \$475.00 <u>Start/End Time</u> 11A-12PM	<u>Leng</u> t :3	h <u>Ad-ID</u> 0 usprtv	19асн		Rate Typ
	10/04/12 Class of Tir Weeks: Spots: # Ch 1 WF	10/04/12 me - Pre-em Start Date 10/01/12 Day Air PBF Th 10 10/04/12 me - Pre-em	The View ptible with not End Date 10/07/12  Date Air /04/12 10:5  WPBF Neptible with not	MTWTFSS1 Time Descrip 59 AM The Vie ews 25 @ Noo tice	Spots/Week 1	Rate \$475.00 Start/End Time	Lengt	h Ad-ID		NM	Rate Typ
	10/04/12 Class of Tir Weeks: Spots: # Ch 1 WF	10/04/12 me - Pre-em Start Date 10/01/12 Day Air PBF Th 10 10/04/12 me - Pre-em Start Date	The View ptible with not End Date 10:50 10:50 WPBF Neptible with not End Date	MTWTFSS1 Time Descrip 59 AM The Vie ews 25 @ Noo tice MTWTFSS	Spots/Week 1 tion	Rate \$475.00 Start/End Time 11A-12PM 1 Rate	<u>Leng</u> t :3	h <u>Ad-ID</u> 0 usprtv	19асн		Rate Typ
	10/04/12 Class of Tir Weeks: Spots: # Ch 1 Wf 10/04/12 Class of Tir Weeks:	10/04/12 me - Pre-em Start Date 10/01/12 Day Air PBF Th 10 10/04/12 me - Pre-em Start Date 10/01/12	The View ptible with not End Date 10/07/12  Date Air /04/12 10:5  WPBF Ne ptible with not End Date 10/07/12	MTWTFSS1 Time Descrip 59 AM The Vie ews 25 @ Noo tice  MTWTFSS1	Spots/Week 1 tion w 1 12pm-1230pm Spots/Week 1	Rate \$475.00 <u>Start/End Time</u> 11A-12PM 1 <u>Rate</u> \$275.00	Lengt :3	th Ad-ID 0 USPRTV 1	19асн		<u>Rate</u> <u>Ty</u> \$475.00 N
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24	10/04/12 Class of Tir Weeks: Spots: # Ch 1 Wi 10/04/12 Class of Tir Weeks: Spots: # Ch	10/04/12 me - Pre-em Start Date 10/01/12 Day Air PBF Th 10 10/04/12 me - Pre-em Start Date 10/01/12 Day Air PBF Th 10 Credited	The View ptible with not End Date 10/07/12 Date Air 10/07/12 WPBF Neptible with not End Date 10/07/12 Date Air 10/04/12	MTWTFSS1 Time Descrip 59 AM The Vie ews 25 @ Noo tice MTWTFSS1 Time Descrip WPBF	Spots/Week 1 tion ew 1 1 2pm-1230pm Spots/Week 1 tion News 25 @ Noon	Rate \$475.00 Start/End Time 11A-12PM 1 Rate \$275.00 Start/End Time 12pm-1230pm	Lengt :3 :30 Lengt	th Ad-ID 0 USPRTV 1 th Ad-ID	19ACH \$275.00	NM	<u>Rate</u> <u>Tyr</u> \$475.00 N
24	10/04/12 Class of Tir Weeks: Spots: # Ch 1 WF 10/04/12 Class of Tir Weeks: Spots: # Ch 1 WF	10/04/12 me - Pre-em Start Date 10/01/12 Day Air PBF Th 10 10/04/12 me - Pre-em Start Date 10/01/12 Day Air PBF Th 10 Credited	The View ptible with not End Date 10/07/12 Date Air 10/07/12 WPBF Neptible with not End Date 10/07/12 Date Air 10/04/12	MTWTFSS1 Time Descrip 59 AM The Vie ews 25 @ Noo tice MTWTFSS1 Time Descrip WPBF	Spots/Week 1 tion w 1 12pm-1230pm Spots/Week 1 tion	Rate \$475.00 Start/End Time 11A-12PM 1 Rate \$275.00 Start/End Time 12pm-1230pm	Lengt :3	th Ad-ID 0 USPRTV 1 th Ad-ID	19асн		Rate Tyr \$475.00 N
24	10/04/12 Class of Tir Weeks: Spots: # Ch 1 WF 10/04/12 Class of Tir Weeks: Spots: # Ch 1 WF	10/04/12 me - Pre-em Start Date 10/01/12 Day Air PBF Th 10 10/04/12 me - Pre-em Start Date 10/01/12 Day Air PBF Th 10 Credited 10/04/12 me - Pre-em Start Date	The View ptible with not End Date 10/07/12  WPBF Ne ptible with not End Date 10/07/12  Date Air 10/07/12  GENERAl ptible with not End Date 10/04/12  GENERAL ptible with not End Date End Date End Date Send Date Send Date	MTWTFSS1 Time Descrip 59 AM The Vie ews 25 @ Noo tice MTWTFSS1 Time Descrip WPBF L HOSPITAL tice MTWTFSS	Spots/Week 1 tion w  n 12pm-1230pm Spots/Week 1 tion News 25 @ Noon  GENERAL HOSPIT Spots/Week	Rate \$475.00 Start/End Time 11A-12PM 1 Rate \$275.00 Start/End Time 12pm-1230pm 1 Rate	Lengt :3 :30 Lengt	th Ad-ID 0 USPRTV 1 th Ad-ID	19ACH \$275.00	NM	Rate Tyr \$475.00 N
24	10/04/12 Class of Tir Weeks: Spots: # Ch 1 Wi 10/04/12 Class of Tir Weeks: Spots: # Ch 1 Wi 10/04/12 Class of Tir Weeks:	10/04/12 me - Pre-em Start Date 10/01/12 Day Air PBF Th 10 10/04/12 me - Pre-em Start Date 10/01/12 Day Air PBF Th 10 Credited 10/04/12 me - Pre-em Start Date 10/04/12	The View ptible with not End Date 10/07/12  WPBF Ne ptible with not End Date 10/07/12  Date Air 10/07/12  Date Air 10/07/12  GENERAl ptible with not End Date 10/07/12  GENERAL ptible with not End Date 10/07/12	MTWTFSS1 Time Descrip 59 AM The Vie  Bws 25 @ Noo tice  MTWTFSS1 Time Descrip WPBF L HOSPITAL tice  MTWTFSS1	Spots/Week 1 tion w  n 12pm-1230pm Spots/Week 1 tion News 25 @ Noon  GENERAL HOSPIT Spots/Week 1	Rate \$475.00 Start/End Time 11A-12PM 1 Rate \$275.00 Start/End Time 12pm-1230pm 1 Rate \$350.00	Lengt :30 :30 Lengt :0	th Ad-ID usprtv  1 th Ad-ID oo	19ACH \$275.00	NM	Rate Typ \$475.00 N Rate Typ \$275.00 N
24	10/04/12 Class of Tir Weeks: Spots: # Ch 1 Wi 10/04/12 Class of Tir Weeks: Spots: # Ch 1 0/04/12 Class of Tir Weeks: Spots: # Ch	10/04/12 me - Pre-em Start Date 10/01/12 Day Air PBF Th 10 10/04/12 me - Pre-em Start Date 10/01/12 Day Air PBF Th 10 Credited 10/04/12 me - Pre-em Start Date 10/04/12 me - Pre-em Start Date 10/04/12 me - Pre-em Start Date 10/01/12 Day Air	The View ptible with not End Date 10/07/12  WPBF Ne ptible with not End Date 10/07/12  Date Air 10/04/12  GENERAl ptible with not End Date 10/07/12  GENERAL ptible with not End Date 10/07/12  June Communication of End Date 10/07/12  Date Air 10/07/12  Date Air 10/07/12	MTWTFSS1 Time Descrip 59 AM The Vie  Bws 25 @ Noo tice  MTWTFSS1 Time Descrip WPBF L HOSPITAL tice  MTWTFSS1 Time Descrip	Spots/Week 1 tion w  n 12pm-1230pm Spots/Week 1 tion News 25 @ Noon  GENERAL HOSPIT Spots/Week 1 tion .	Rate \$475.00 Start/End Time 11A-12PM 1 Rate \$275.00 Start/End Time 12pm-1230pm 1 Rate \$350.00 Start/End Time	Lengt :30 :30 Lengt :30	th Ad-ID usprtv  1 th Ad-ID 00  1	\$275.00 \$350.00	NM	Rate Tyr \$475.00 N Rate Tyr \$275.00 N
24	10/04/12 Class of Tir Weeks:  Spots: # Ch 1 WF  10/04/12 Class of Tir Weeks:  Spots: # Ch 1 WF  10/04/12 Class of Tir Weeks:  Spots: # Ch 1 WF	10/04/12   10/04/12   10/04/12   10/04/12   10/01/12   10/04/12	The View ptible with not End Date 10/07/12  WPBF Neptible with not 10/07/12  WPBF Neptible with not 10/07/12  Date Air 10/07/12  GENERAl ptible with not 10/07/12  GENERAL ptible with not 10/07/12  Date Air 10/07/12  Date Air 10/07/12  Date Air 10/07/12	MTWTFSS1 Time Descrip 59 AM The Vie  Bws 25 @ Noo tice  MTWTFSS1 Time Descrip WPBF L HOSPITAL tice  MTWTFSS1 Time Descrip	Spots/Week 1 tion w  n 12pm-1230pm Spots/Week 1 tion News 25 @ Noon  GENERAL HOSPIT Spots/Week 1	Rate \$475.00 Start/End Time 11A-12PM 1 Rate \$275.00 Start/End Time 12pm-1230pm 1 Rate \$350.00 Start/End Time GENERAL HOS	Lengt :30 :30 Lengt :30	th Ad-ID usprtv  1 th Ad-ID oo	\$275.00 \$350.00	NM	Rate Typ \$475.00 N Rate Typ \$275.00 N
24	10/04/12 Class of Tir Weeks: Spots: # Ch 1 WF 10/04/12 Class of Tir Weeks: Spots: # Ch 1 WF 10/04/12 Class of Tir Weeks: Spots: # Ch 1 WF	10/04/12   10/04/12	The View ptible with not End Date 10/07/12  WPBF Ne ptible with not End Date 10/07/12  Date Air //04/12  GENERAl ptible with not End Date 10/07/12  GENERAL ptible with not End Date 10/07/12  Date Air //04/12  The View Piew Piew Piew Piew Piew Piew Piew P	MTWTFSS1 Time Descrip 59 AM The Vie ews 25 @ Noo tice MTWTFSS1 Time Descrip WPBF L HOSPITAL tice MTWTFSS1 Time Descrip 25 PM GENER	Spots/Week 1 tion  Sw  n 12pm-1230pm  Spots/Week 1 tion News 25 @ Noon  GENERAL HOSPIT  Spots/Week 1 tion .tdl HOSPITAL	Rate \$475.00 Start/End Time 11A-12PM 1 Rate \$275.00 Start/End Time 12pm-1230pm 1 Rate \$350.00 Start/End Time	Lengt :30 :30 Lengt :30	th Ad-ID usprtv  1 th Ad-ID 00  1	\$275.00 \$350.00	NM	Rate Typ \$475.00 N Rate Typ \$275.00 N
24	10/04/12 Class of Tir Weeks: Spots: # Ch 1 WF 10/04/12 Class of Tir Weeks: Spots: # Ch 1 WF 10/04/12 Class of Tir Weeks: Spots: # Ch 1 WF	10/04/12   10/04/12	The View ptible with not End Date 10/07/12  WPBF Neptible with not End Date 10/07/12  Date Air 10/07/12  GENERAL Air 10/07/12  GENERAL Date 10/07/12  Date Air 10/04/12 2:2  Dr. Oz ately Pre-emp	MTWTFSS1 Time Descrip 59 AM The Vie  Bws 25 @ Noo tice  MTWTFSS1 Time Descrip WPBF L HOSPITAL tice  MTWTFSS1 Time Descrip	Spots/Week 1 tion w 1 1 2pm-1230pm Spots/Week 1 tion News 25 @ Noon  GENERAL HOSPIT Spots/Week 1 tion - tAL HOSPITAL 4-5p notice	Rate \$475.00 Start/End Time 11A-12PM 1 Rate \$275.00 Start/End Time 12pm-1230pm 1 Rate \$350.00 Start/End Time GENERAL HOS	Lengt :30 :30 Lengt :30	th Ad-ID th USPRTV	19ACH \$275.00 \$350.00	NM NM	Rate Typ \$475.00 N Rate Typ \$275.00 N
24	10/04/12 Class of Tir Weeks:  Spots: # Ch 1 WF  10/04/12 Class of Tir Weeks:  Spots: # Ch 1 WF  10/04/12 Class of Tir Weeks:  Spots: # Ch 1 WF  10/04/12 Class of Tir Weeks:	10/04/12   10/04/12	The View ptible with not End Date 10/07/12  WPBF Neptible with not End Date 10/07/12  Date Air 10/07/12  GENERAL Air 10/07/12  GENERAL Date 10/07/12  Date Air 10/04/12 2:2  Dr. Oz ately Pre-emp	MTWTFSS1 Time Descrip 59 AM The Vie ews 25 @ Noo tice  MTWTFSS1 Time Descrip WPBF L HOSPITAL tice  MTWTFSS1 Time Descrip 25 PM GENER	Spots/Week 1 tion  Sw  n 12pm-1230pm  Spots/Week 1 tion News 25 @ Noon  GENERAL HOSPIT  Spots/Week 1 tion .tdl HOSPITAL	Rate \$475.00 Start/End Time 11A-12PM 1 Rate \$275.00 Start/End Time 12pm-1230pm 1 Rate \$350.00 Start/End Time GENERAL HOS	Lengt :30 :30 Lengt :30	th Ad-ID th USPRTV	19ACH \$275.00 \$350.00	NM NM	Rate Typ \$475.00 N Rate Typ \$275.00 N
24	10/04/12 Class of Tir Weeks:  Spots: # Ch 1 WF  10/04/12 Class of Tir Weeks:  Spots: # Ch 1 WF  10/04/12 Class of Tir Weeks:  Spots: # Ch 1 WF  10/04/12 Class of Tir Weeks:  Spots: # Ch 2 Class of Tir Weeks:  Spots: # Ch 3 WF	10/04/12   10/04/12	The View ptible with not End Date 10/07/12  WPBF Neptible with not End Date 10/07/12  GENERA Air //04/12  GENERA Date 10/07/12  GENERA Date 10/07/12  Date Air //04/12 2:2  Dr. Oz ately Pre-emp End Date 10/07/12  Date Air //04/12 2:2  Dr. Oz ately Pre-emp End Date 10/07/12  Date Air //04/12 2:2	MTWTFSS1 Time Descrip 59 AM The Vie ews 25 @ Noo tice MTWTFSS1 Time Descrip WPBF L HOSPITAL tice MTWTFSS1 Time Descrip 25 PM GENER	Spots/Week 1 tion w 1 12pm-1230pm Spots/Week 1 tion News 25 @ Noon  GENERAL HOSPIT  Spots/Week 1 tion - tAL HOSPITAL  4-5p notice Spots/Week 1	Rate \$475.00 Start/End Time 11A-12PM 1 Rate \$275.00 Start/End Time 12pm-1230pm 1 Rate \$350.00 Start/End Time GENERAL HOS 1 Rate	Lengt :30  Lengt :60 :30  Lengt :30 :31	th Ad-ID th Ad-ID to USPRTV  1 th Ad-ID to USPRTV  1 th Ad-ID to USPRTV	19ACH \$275.00 \$350.00	NM NM	Rate Typ \$475.00 N Rate Typ \$275.00 N



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Invoice #	Invoice Date	Invoice Month	Invoice Period
936237-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	692

								Spots/			
пе	Start Date	End Date	Description		Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
28	10/04/12 Class of Tir	10/04/12 ne - Pre-em	WPBF News 25 ptible with notice	@ 5am	5-530am	1	:30	1	\$125.00	NM	
	Weeks:	Start Date 10/01/12		<u>TFSS</u> 1	Spots/Week 1	<u>Rate</u> \$125.00					
	Spots: # Ch 1 WF	Day Ai PBF Th 10			i <u>on</u> Iews 25 @ 5am	Start/End Time 5-530am		h Ad-ID 0 USPRTV19	JACH		<u>Rate</u> <u>Typ</u> \$125.00 N
29	10/04/12 Class of Tir	10/04/12 ne - Immedi	M-F 5pm News ately Pre-emptible	without n	5-6pm otice	1	:30	1	\$375.00	NM	
	Weeks:	Start Date 10/01/12		TFSS 1	Spots/Week 1	<u>Rate</u> \$375.00				8	
	Spots: # Ch 1 WF	Day Ai PBF Th 10		Descript M-F 5pm		Start/End Time 5-6pm		<u>h</u> <u>Ad-ID</u> 0 USPRTV19	) АСН		<u>Rate</u> <u>Tyr</u> \$375.00 N
30	10/04/12 Class of Tir		WPBF News 25	Morning	s5:30-5:57am	1	:30	1	\$200.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTW	TFSS 1	Spots/Week 1	<u>Rate</u> \$200.00			,		
	Spots: <u>#</u> Ch 1 WF	Day Ai			<u>ion</u> Iews 25 Mornings @	Start/End Time		h <u>Ad-ID</u> 0 usprtv19	)ACH		<u>Rate Typ</u> \$200.00 N
31	10/04/12 Class of Tir	10/04/12 ne - Immedi	WPBF News 25	6 @ 6:00I	PI6-6:30PM otice	1	:30	1	\$450.00	NM	
	Weeks:	Start Date 10/01/12		TFSS 1	Spots/Week 1	<u>Rate</u> \$450.00					
	Spots: # Ch	Day Ai PBF Th 10			ion lews 25 @ 6:00PM	Start/End Time 6-6:30PM		h Ad-ID O USPRTV19	)ACH		<u>Rate Tyr</u> \$450.00 N
32	10/04/12 Class of Tir	10/04/12 ne - Pre-em	WPBF News 25 ptible with notice			1	:30		\$375.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTW	TFSS 1	Spots/Week 1	Rate \$375.00			,		
	Spots: # Ch 1 WF	<u>Day Ai</u> PBF Th 10			ion lews 25 Mornings	Start/End Time 6-7AM		h <u>Ad-ID</u> 0 usprtv19	ЭАСН		<u>Rate</u> <u>Typ</u> \$375.00 Ni
33	10/04/12 Class of Tir	10/04/12 ne - Fixed N	Wheel Of Fortu	ne	7-7:30PM	1	:30	1	\$2,000.00	NM	
	Weeks:	Start Date 10/01/12		TFSS 1	Spots/Week 1	<u>Rate</u> \$2,000.00					
	Spots: # Ch 1 WF	<u>Day Ai</u> PBF Th 10			ion of Fortune	Start/End Time 7-7:30PM		h <u>Ad-ID</u> O USPRTV19	ЭАСН		Rate Typ \$2,000.00 N
34	10/04/12 Class of Tir	10/04/12 ne - Pre-em	Good Morning / ptible with notice	America	7-9AM	1	:30	1	\$475.00	NM	
	Weeks:		End Date MTW	TFSS 1	Spots/Week 1	<u>Rate</u> \$475.00					
	Spots: # Ch 1 WF	Day Ai PBF Th 10		-	ion orning America	Start/End Time 7-9AM		h Ad-ID O USPRTV19	ЭАСН		<u>Rate Typ</u> \$475.00 N
35	10/04/12 Class of Tir	10/04/12 ne - Fixed N	Jeopardy on Pre-emptible		7:30-8PM	1	:30	1	\$2,000.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTW	<u>TFSS</u> 1	Spots/Week 1	<u>Rate</u> \$2,000.00					
	Spots: # Ch 1 WF			Descript Jeopard		Start/End Time 7:30-8PM		h Ad-ID 0 usprtv19	)АСН		Rate Typ \$2,000.00 N
36	10/04/12 Class of Tin	10/04/12 ne - Pre-em	Dr. Oz M-F 9-10 ptible with notice	)a	9-10a	1	:30	1	\$250.00	NM	
	Weeks:		End Date MTW	TFSS 1	Spots/Week 1	<u>Rate</u> \$250.00					Į.
	Spots: # Ch	<u>Day</u> <u>Air</u>	Date Air Time	Descript	ion	Start/End Time	Lengt	h Ad-ID			Rate Typ



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Invoice #	Invoice Date	Invoice Month	Invoice Period
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Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	692

www.the	ewpbfchannel.	com									
ine	Start Date	End Date	Descripti	ion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
36	10/04/12	10/04/12	Dr. Oz N	I-F 9-10a	9-10a	1	:30	1	\$250.00	NM	
	Spots: # Ch	ne - Pre-emp <u>Day</u> <u>Air</u> PBF Th 10	Date Ai	otice <u>r Time</u> Descr :35 AM Dr. O:		Start/End Time 9-10a		h Ad-ID 0 USPRTV1	9ach		<u>Rate Type</u> \$250.00 NM
	10/02/12 Class of Tir	10/02/12 ne - Pre-emi	M-SUN \	WPBF News 2	25 (11-11:35PM	-1	:30	1	\$500.00	NM	8
١	Neeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS -1 r Time Descr	Spots/Week 1	Rate \$500.00 Start/End Time	longi	th Ad-ID		1	Rate Type
	Spots: <u>#</u> Ch 1 WF				N WPBF News 25 @ 1			0 USPRTV1	9АСН	1 4	\$500.00 NM
	10/02/12 Class of Tir	10/02/12 ne - Pre-emi	Nightline		11:35-12:05AM	-1	:30	1	\$350.00	NM	
	Weeks:	Start Date 10/01/12		MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$350.00					
	Spots: <u>#</u> Ch 1 WF	Day Air PBF Tu 10 Credited	/02/12	ir Time Descr Nighti		<u>Start/End Time</u> 11:35-12:05AM		th <u>Ad-ID</u> 00			Rate Type \$350.00 NM
	10/02/12 Class of Tir	10/02/12 ne - Pre-emi	The View		11A-12PM	-1	:30	1	\$475.00	NM	
1	Neeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$475.00					
\$	Spots: # Ch 1 WF	<u>Day Air</u> PBF <i>Tu</i> 10 Credited	/02/12	r Time Descr The V		Start/End Time 11A-12PM		th Ad-ID			Rate Type \$475.00 NM
	10/02/12 Class of Tir	10/02/12 ne - Pre-emi	WPBF N	lews 25 @ No	oon 12pm-1230pm	1	:30	, -11	\$275.00	NM	
	Neeks:	Start Date 10/01/12		MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$275.00					
\$	Spots: <u>#</u> Ch <i>1</i> WF	Day Air PBF Tu 10 Credited	/02/12	r Time Descr WPBI	iption = News 25 @ Noon	Start/End Time 12pm-1230pm		th Ad-ID	=		<u>Rate Type</u> \$275.00 NM
	10/02/12 Class of Tir	10/02/12 ne - Pre-emp		AL HOSPITAL	GENERAL HOSPI	-1	:30	1	\$350.00	NM	!
1	Neeks:	Start Date 10/01/12	End Date 10/07/12	<u>MTWTFSS</u> -1	Spots/Week 1	<u>Rate</u> \$350.00	,				
	Spots: <u>#</u> Ch 1 WF	<u>Day</u> <u>Air</u> PBF Tu 10		r Time Descr :26 PM GENE	iption ERAL HOSPITAL	Start/End Time GENERAL HOS		th <u>Ad-ID</u> 30 USPRTV1	.9ACH		<u>Rate</u> <u>Type</u> \$350.00 NM
	10/02/12 Class of Tin	10/02/12 ne - Immedia	Dr. Oz ately Pre-en	nptible withou	4-5p t notice	-1	:30	1	\$450.00	NM	
١	Neeks:	Start Date 10/01/12	End Date 10/07/12	<u>MTWTFSS</u> -1	Spots/Week 1	<u>Rate</u> \$450.00					
	Spots: <u>#</u> Ch 1 WF	<u>Day Air</u> BF Tu 10		r Time Descr :13 PM Dr. O:	<del></del>	Start/End Time 4-5p		th <u>Ad-ID</u> 0 USPRTV1	9асн		<u>Rate</u> <u>Type</u> \$450.00 NM
	10/02/12 Class of Tin	10/02/12 ne - Pre-emp	WPBF N	lews 25 @ 5a otice	m 5-530am	-1	:30	1	\$125.00	NM	
	Veeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS -1	Spots/Week 1	Rate \$125.00					
	Spots: <u>#</u> Ch 1 WP	<u>Day</u> <u>Air</u> BF Tu 10/		r Time Descr :08 AM WPB	iption News 25 @ 5am	Start/End Time 5-530am		h Ad-ID 0 USPRTV1	9асн		<u>Rate</u> <u>Type</u> \$125.00 NM
	10/02/12 Class of Tin	10/02/12 ne - Immedia	M-F 5pm	News	5-6pm notice	-1	:30	1	\$375.00	NM	Y-
		Start Date 10/01/12		MTWTFSS -1	Spots/Week 1	<u>Rate</u> \$375.00					



Invoice #	Invoice Date	Invoice Month	Invoice Period
936237-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	692

www.th	ewpbfchannel.c	com								
							Spots/			
ne	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
45	10/02/12 Class of Tin	10/02/12 ne - Immedia	M-F 5pm News	5-6pm out notice	-1	:30	1	\$375.00	NM	
;	Spots: # Ch	Day Air		<del></del>	Start/End Time		h Ad-ID			Rate Type
	1 WP	BF Tu 10/	02/12 5:13 PM M-F	5pm News	5-6pm	:3	0 USPRTV1	9ACH		\$375.00 NM
	10/02/12 Class of Tin	10/02/12 ne - Pre-emp	WPBF News 25 Mon otible with notice	nings5:30-5:57am	-1	:30	1	\$200.00	NM	
1	Weeks:	Start Date 10/01/12	End Date MTWTFSS		<u>Rate</u> \$200.00					
;	Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
	1 WP	BF Tu 10/	02/12 5:57 AM WP	BF News 25 Mornings @	5:3(5:30-5:57am	:3	0 USPRTV1	9ACH		\$200.00 NN
47	10/02/12 Class of Tin	10/02/12 ne - Immedia	WPBF News 25 @ 6 ately Pre-emptible without	6:00Pl6-6:30PM out notice	-1	:30	1	\$450.00	NM	
	the state of the s	Start Date		Spots/Week	Rate					- CONTRACTOR - CON
	Spots: # Ch	10/01/12 Day Air			\$450.00 Start/End Time	Lengi	h Ad-ID			Rate Type
		BF Tu 10/		BF News 25 @ 6:00PM	6-6:30PM		0 USPRTV1	9асн		\$450.00 NM
	10/02/12 Class of Tin	10/02/12 ne - Pre-emo	WPBF News 25 Mon	rnings6-7AM	-1	:30	1	\$375.00	NM	
	Weeks:	Start Date 10/01/12			<u>Rate</u> \$375.00					
	Spots: # Ch		Date Air Time Des		Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WP	BF Tu 10/	02/12 6:44 AM WP	BF News 25 Mornings	6-7AM	:3	0 USPRTV1	9ach		\$375.00 NN
49	10/02/12 Class of Tin	10/02/12 ne - Fixed <b>N</b> o	Wheel Of Fortune on Pre-emptible	7-7:30PM	-1	:30	1	\$2,000.00	NM	
	Weeks:	Start Date 10/01/12	End Date MTWTFSS		Rate \$2,000.00	* * 1		and the second s		and the second s
;	Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
	1 WP	BF Tu 10/	02/12 7:07 PM Who	eel Of Fortune	7-7:30PM	:3	0 USPRTV1	9ACH		\$2,000.00 NN
50	10/02/12 Class of Tin	10/02/12 ne - Pre-emp	Good Morning Amer	ica 7-9AM	-1	:30	1,	\$475.00	NM	
1		Start Date 10/01/12	End Date MTWTFSS		<u>Rate</u> \$475.00					
;	Spots: # Ch				Start/End Time	Lengi	h Ad-ID			Rate Type
	1 WP	BFTu 10/	02/12 8:59 AM Goo	d Morning America	7-9AM	:3	0 USPRTV1	9ACH		\$475.00 NN
	10/02/12 Class of Tin	10/02/12 ne - Fixed No	Jeopardy on Pre-emptible	7:30-8P <b>M</b>	-1	:30	1	\$2,000.00	NM	
1		Start Date 10/01/12	End Date MTWTFSS		Rate \$2,000.00					
, (	Spots: # Ch				Start/End Time	Lengi	h Ad-ID			Rate Type
	1 WP	BF Tu 10/	02/12 7:53 PM Jeo	pardy	7:30-8PM	:3	0 USPRTV1	9ach		\$2,000.00 NN
	10/03/12 Class of Tim	10/03/12 ne - Pre-emp	M-SUN WPBF News	25 (11-11:35PM	1	:30	1	\$500.00	NM	
1		Start Date 10/01/12	End Date MTWTFSS		<u>Rate</u> \$500.00					
	Spots: <u>#</u> Ch 1 WP	<u>Day Air</u> BFSu 10/		cription UN WPBF News 25 @ 1	Start/End Time		h <u>Ad-ID</u> 0 usprtv1	9ACH		Rate Type \$500.00 NM
	10/03/12	10/03/12	Nightline	11:35-12:05AM	1	:30	1	\$350.00	NM	, , , , , , , , , , , , , , , , , , ,
	Neeks:	Start Date			Rate					
ç	Spots: # Ch	10/01/12 Day Air	10/07/121 <u>Date Air Time</u> <u>Des</u>	•	\$350.00 Start/End Time	l engi	h Ad-ID			Rate Type
Ì		BF W 10/0 Credited		tline	11:35-12:05AM		0			\$350.00 NN



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Invoice #	Invoice Date	Invoice Month	Invoice Period
936237-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	692

						Spots/	1 4		
e Start Dat	e End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
53 10/03/12 Class of	10/03/12 Time - Pre-em	Nightline ptible with notice	11:35-12:05AM	1	:30	1	\$350.00	NM	
54 10/03/12 Class of	10/03/12 Time - Pre-em	The View ptible with notice	11A-12PM	1	:30	1	\$475.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS		<u>Rate</u> \$475.00					
Spots: <u>#</u> 1	Ch <u>Day Aiı</u> WPBF <i>W 10</i> <i>Credited</i>	/03/12 The	<u>cription</u> View	Start/End Time 11A-12PM		th Ad-ID			Rate Typ \$475.00 NI
55 10/03/12 Class of		WPBF News 25 @ I ptible with notice	Noon 12pm-1230pm	1	:30	1	\$275.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS		<u>Rate</u> \$275.00					
Spots: <u>#</u> 1			cription BF News 25 @ Noon	Start/End Time 12pm-1230pm		th Ad-ID 0 USPRTVI	.9асн		Rate Typ \$275.00 N
57 10/03/12 Class of		GENERAL HOSPITA	AL GENERAL HOSPIT	1	:30	1	\$350.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS		<u>Rate</u> \$350.00			9		
Spots: <u>#</u> 1			cription NERAL HOSPITAL	Start/End Time GENERAL HOS		th <u>Ad-ID</u> 30 USPRTV	L9ACH		Rate Typ \$350.00 NI
58 10/03/12 Class of		Dr. Oz ately Pre-emptible witho	4-5p out notice	1	:30	1	\$450.00	NM	N
Weeks:	Start Date 10/01/12	End Date MTWTFSS		<u>Rate</u> \$450.00				W-101-	
Spots: <u>#</u> 1	Ch <u>Day Air</u> WPBFW 10			Start/End Time 4-5p		th <u>Ad-ID</u> 30 USPRTV	L9ACH		<u>Rate</u> <u>Tyr</u> \$450.00 N
59 10/03/12 Class of		WPBF News 25 @ !	5am 5-530am	1	:30	1,	\$125.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS		<u>Rate</u> \$125.00					
Spots: <u>#</u> 1			cription BF News 25 @ 5am	Start/End Time 5-530am		th <u>Ad-ID</u> 30 USPRTV1	L9ACH	ь	<u>Rate</u> <u>Typ</u> \$125.00 N
60 10/03/12 Class of		M-F 5pm News ately Pre-emptible witho	5-6pm out notice	1	:30	1	\$375.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS1		<u>Rate</u> \$375.00					
Spots: <u>#</u> 1		<u>Date Air Time Des</u> /03/12 5:28 PM M-F		Start/End Time 5-6pm		th <u>Ad-ID</u> 30 USPRTV1	L9ACH		<u>Rate</u> <u>Typ</u> \$375.00 NI
61 10/03/12 Class of		WPBF News 25 Mon ptible with notice	rnings5:30-5:57am	1	:30	1	\$200.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS		<u>Rate</u> \$200.00					
Spots: <u>#</u> 1			cription BF News 25 Mornings @	Start/End Time 5:3(5:30-5:57am		th Ad-ID 0 USPRTV1	L9ACH		<u>Rate</u> <u>Typ</u> \$200.00 NI
62 10/03/12 Class of		WPBF News 25 @ 6 ately Pre-emptible without	6:00Pl6-6:30PM out notice	1	:30	1	\$450.00	NM	
Weeks:	Start Date 10/01/12		Spots/Week	<u>Rate</u> \$450.00					
Spots: <u>#</u> 1 '		Date Air Time Des	cription BF News 25 @ 6:00PM	Start/End Time 6-6:30PM		th <u>Ad-ID</u> 30 USPRTV1	9асн		<u>Rate Typ</u> \$450.00 NM
63 10/03/12	10/03/12	WPBF News 25 Mor	mings6 7AM	1	:30	1	\$375.00	NM	



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Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	692

Type  NM  NM	Rate Typ \$375.00 NI Rate Typ \$2,000.00 NI Rate Typ \$475.00 NI
) NM	\$375.00 NI  Rate Typ \$2,000.00 NI
) NM	\$375.00 NI  Rate Typ \$2,000.00 NI
) NM	\$375.00 NI  Rate Typ \$2,000.00 NI
) NM	\$2,000.00 N
) NM	\$475.00 N
) NM	
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WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
936237-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	692

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ine Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
71 10/02/12 Class of 7	10/05/12	M-F 3-4P ately Pre-emptible without	M-F 3-4P	-TWTF	:30	1	\$375.00	NM	
Weeks:		End Date 10/07/12 -TWTF	Spots/Week	<u>Rate</u> \$375.00	-				
Spots: <u>#</u> 0 1 V		Date Air Time Des	cription	Start/End Time M-F 3-4P		th Ad-ID 30 USPRTV19	ACH		<u>Rate Type</u> \$375.00 NM
72 10/06/12	10/06/12	Sat 6-7am News	Sat 6-7am	S-	:30	1	\$200.00	NM	
Class of	Time - Pre-em	ptible with notice			.50	'	Ψ200.00	14141	
Weeks:	10/01/12	End Date MTWTFSS 10/07/12S	- 1	<u>Rate</u> \$200.00					
Spots: <u>#</u> 0 1 V	Ch <u>Day Air</u> VPBF Sa 10			Start/End Time Sat 6-7am		th <u>Ad-ID</u> 30 USPRTV19.	ACH		<u>Rate Type</u> \$200.00 NM
73 10/02/12 Class of 7		WPBF News 25 Mo on Pre-emptible	mings6-7AM	-TWTF	:30	1	\$425.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFS: 10/07/12 -TWTF		<u>Rate</u> \$425.00					2
Spots: <u>#</u> 0 1 V	Ch <u>Day Air</u>	Date Air Time Des		Start/End Time 6-7AM		th <u>Ad-ID</u> 30 USPRTV19	ACH		<u>Rate Type</u> \$425.00 NM
74 10/06/12 Class of	10/06/12 Time - Pre-em	M-Sun 1130p-12am	Late 1130p-1205am	S-	:30	1	\$475.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFS: 10/07/12S		<u>Rate</u> \$475.00					
Spots: <u>#</u> 0 1 V	Ch <u>Day</u> <u>Air</u> VPBF Sa 10 LR - Foo	/06/12 12:22 AM M-S	cription un 1130p-12am Late N	Start/End Time ews 1130p-1205am		th Ad-ID 30 USPRTV19	ACH		<u>Rate</u> <u>Type</u> \$475.00 NM
75 10/07/12 Class of	10/07/12 Fime - Immedi	Sun 8-9am News ately Pre-emptible witho	Sun 8-9am out notice	S	:30	1	\$350.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS		<u>Rate</u> \$350.00					
Spots: # 0 1 V	Ch <u>Day Air</u> VPBF Su 10		cription 8-9am News	Start/End Time Sun 8-9am		th Ad-ID 30 USPRTV19	ACH		<u>Rate</u> <u>Type</u> \$350.00 NM
76 10/08/12 Class of 3	10/08/12 Fime - Fixed N	Good Morning Amer	ica 7-9AM	M	:30	1	\$850.00	NM	
Weeks:	Start Date 10/08/12	End Date MTWTFSS		<u>Rate</u> \$850.00					
Spots: <u>#</u> 0 1 V			cription od Morning America	Start/End Time 7-9AM		th Ad-ID 30 USPRTV19	ACH		<u>Rate</u> <u>Type</u> \$850.00 NM
77 10/02/12 Class of 7	10/05/12 Fime - Fixed N	WPBF News 25 Moo	nings5:30-5:57am	-TWTF	:30	1	\$375.00	NM	
Weeks:	Start Date 10/01/12	End Date MTWTFSS 10/07/12 -TWTF		<u>Rate</u> \$375.00					
Spots: <u>#</u> 0 1 V		Date Air Time Des	<u>cription</u> BF News 25 Mornings (	Start/End Time		th Ad-ID 30 USPRTV19.	ACH		<u>Rate</u> <u>Type</u> \$375.00 NM
78 10/07/12 Class of T	10/07/12 ime - Pre-em	Sun 11:35pm Late N	lews 1135p-12am	S	:30	1	\$500.00	NM	
Weeks:		End Date MTWTFSS		<u>Rate</u> \$500.00					
Spots: <u>#</u> C 1 V		Date Air Time Des	cription 11:35pm Late News	Start/End Time 1135p-12am		th Ad-ID 30 USPRTV19	ACH		<u>Rate</u> <u>Type</u> \$500.00 NM
79 10/08/12 Class of T	10/08/12 ime - Pre-emi	GENERAL HOSPITA	AL GENERAL HOSP	1T M	:30	1	\$600.00	NM	30
Weeks:	Start Date 10/08/12	End Date MTWTFSS		<u>Rate</u> \$600.00					



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Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROAD	692

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.ine Start Date End Date Description Start/	End Time MT	WTFSS	Length	Spots/ Week	Rate	Туре	
79 10/08/12 10/08/12 GENERAL HOSPITAL GENI Class of Time - Pre-emptible with notice	ERAL HOSPIT M-		:30	1	\$600.00	NM	
Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Description</u> 1 WPBF M 10/08/12 2:26 PM GENERAL HO		Start/End Time GENERAL HOSF		n <u>Ad-ID</u> ) USPRTV:	L9ACH		Rate Type \$600.00 NM
80 10/08/12 10/08/12 10-11a Anderson Cooper 10-11 Class of Time - Pre-emptible with notice	а м-		:30	1	\$350.00	NM	1, 51,
Weeks:         Start Date         End Date         MTWTFSS         Sp           10/08/12         10/14/12         M	ots/Week 1 \$:	<u>Rate</u> 350.00					
Spots: # Ch Day Air Date Air Time Description  1 WPBF M 10/08/12 10:24 AM 10-11a Anders		Start/End Time 10-11a		h <u>Ad-ID</u> ) USPRTV:	19асн		<u>Rate Type</u> \$350.00 NM
	ESCHOOL ON	Total Spots	(	<b>17</b>			
		S THE THE		obb illing	Gross Tota	<u>ıl</u>	\$39,650.00
Payment Terms 30 Days				<u>Ager</u>	ncy Commission	<u>n</u>	\$5,947.50
				1	Net Amount Du	<u>e</u>	\$33,702.50